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Contract

2023 British Council APAC media buy

British Council

F03: Contract award notice

Notice identifier: 2023/S 000-034100

Procurement identifier (OCID): ocds-h6vhtk-03bd44

Published 17 November 2023, 1:23pm

Section I: Contracting authority

I.1) Name and addresses

British Council

30 Napier Road 258509

Singapore

Contact

Ahmed Akram

Email

ahmed.akram@britishcouncil.org

Country

Singapore

NUTS code

SG - Singapore

Internet address(es)

Main address

<https://www.britishcouncil.org>

Buyer's address

<https://in-tendhost.co.uk/britishcouncil>

I.4) Type of the contracting authority

Other type

Registered Charity

I.5) Main activity

Other activity

10

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2023 British Council APAC media buy

Reference number

BC/02872

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This is in regards to the invitation for bids for the British Council tender project – 2023 British Council APAC media buy. This invitation to tender will share information with interested parties to bid for the provision of media buy services across multiple locations in APAC region. The British Council expect to award framework contracts across 4 lots. British Council forecast to spend an estimated £5-6 million per annum to cover its media buying requirements. The expected duration of the contract is two or three years with an option for an extension.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £14,540,000

II.2) Description

II.2.1) Title

CE

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- CN - China

Main site or place of performance

China, Indonesia, Malaysia, Japan, Korea, Hongkong, Taiwan, Vietnam, Thailand, Indonesia, Myanmar, the Philippines, India, Pakistan, Bangladesh, Nepal and Sri Lanka

II.2.4) Description of the procurement

The objective is to look for a regional boutique digital media buy agency for Cultural Engagement (CE) marketing across the Asia and Pacific region including China to provide online media planning, buying, social media advertising, influencer marketing, SEM, and consultancy services. The agency should be able to allocate resources and run short-term, tactical campaigns with small budgets and with quick turnaround time. CE Marketing includes our work in English Programmes, Education, and Arts, covering B2B and B2C campaigns with specific target segments like English teachers or education stakeholders. The focus area include: 1. Media: a. Digital media planning and buying for social and SEM and local channels when required b. Programmatic and retargeting advertising c. Offline media planning and buying (TV, Radio, Press, etc.) when and where required d. B2B & B2C marketing campaign e. Influencer marketing 2. Research: a. Keywords research including competition b. Customers online trends 3. Reporting: a. Automated campaigns reporting and dashboard

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Exams

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- SG - Singapore

Main site or place of performance

2. Hong Kong3. Taiwan4. Japan5. Korea6. Singapore7. Malaysia8. Indonesia9. Vietnam10. Thailand11. The Philippines12. Australia13. New Zealand14. Myanmar15. India16. Bangladesh

II.2.4) Description of the procurement

The objective is to provide British Council with centralized, effective & integrated media planning and buying by agency which provides a range of services across the spectrum of British Council marketing needs, specializing in the below areas of focus:1. Media:a. Media strategy and planning to maximise ROIb. Digital Media Planning and Buyingc. Offline media planning and buying (TV, Radio, Press, etc.) when and where requiredd. Programmatic and retargeting advertisinge. B2B & B2C marketing campaignsf. KOL service and management2. Research:a. Keywords research including competitionb. Customers online trends3. Reporting:a. Automated campaigns reporting and dashboard4. Other:a. SEO audit and planning

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

English

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- SG - Singapore

Main site or place of performance

Hong KongTaiwanJapanSouth KoreaMyanmarBangladeshIndiaSri LankaIndonesiaMalaysiaSingaporeThailandVietnam

II.2.4) Description of the procurement

The objective is to provide British Council with centralized, effective & integrated media planning and buying by agency which provides a range of services across the spectrum of British Council marketing needs, specializing in the below areas of focus:

1. Media:
 - a. Media strategy and planning to maximise ROI
 - b. Digital Media Planning and Buying
 - c. Offline media planning and buying (TV, Radio, Press, etc.)
 - d. Programmatic and retargeting advertising
 - e. B2B & B2C marketing campaigns
 - f. KOL service and management
2. Research:
 - a. Keywords research including competition
 - b. Customers online trends
3. Reporting:
 - a. Automated campaigns reporting and dashboard
4. Other:
 - a. SEO audit and planning

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

China Exams

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- CN - China

Main site or place of performance

CN

II.2.4) Description of the procurement

- Media strategy and planning- Media planning and execution- Content recommendationrefer to full pack of tender document to find more business requirement

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-010144](#)

Section V. Award of contract

Lot No

1

Title

Exams

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 November 2023

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

IPG MEDIABRANDS (SINGAPORE) PTE. LTD

Singapore

Country

Singapore

NUTS code

- SG - Singapore

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £5,200,000

Total value of the contract/lot: £5,200,000

Section V. Award of contract

Lot No

2

Title

English

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 November 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

IPG MEDIABRANDS (SINGAPORE) PTE. LTD

Singapore

Country

Singapore

NUTS code

- SG - Singapore

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £7,300,000

Total value of the contract/lot: £7,300,000

Section V. Award of contract

Lot No

3

Title

China Exams

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 November 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Shanghai Pin Shu tech limited, Ltd

Shanghai

Country

China

NUTS code

- CN - China

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,290,000

Total value of the contract/lot: £1,290,000

Section V. Award of contract

Lot No

4

Title

Culture engagement

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 November 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

JOLT digital PTE ltd

Singapore

Country

Singapore

NUTS code

- SG - Singapore

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £750,000

Total value of the contract/lot: £750,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

British Council

Manchester

Country

United Kingdom